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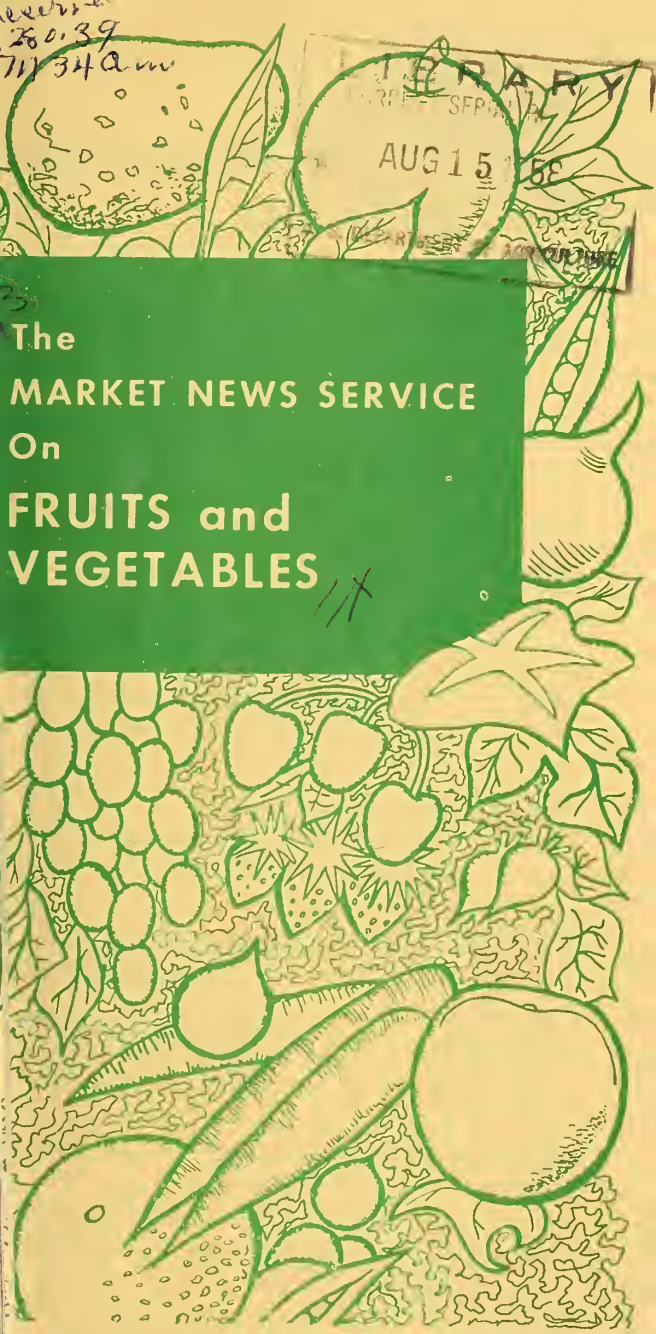
The MARKET NEWS SERVICE On FRUITS and VEGETABLES



U. S. DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
FRUIT AND VEGETABLE DIVISION
Washington 25, D. C.
AMS 99 (Revised) June 1958

Market New

PROVIDES . . .

All segments of the fruit and vegetable industry with information on

- supplies
- demand
- movement
- prices
- distribution
- quality
- market trends

GATHERED . . .

AT producing and shipping areas
city wholesale markets

BY trained market reporters, employed by Federal and State Governments

FROM direct observation
contact with buyers, sellers, shippers, brokers, growers

MAILED REPORTS

Mailed reports, though they cannot provide information as rapidly as it can be obtained through newspapers, radio and television, include more detail and they are the official records of the Market News Service.

Reports on local market conditions are issued daily from terminal market and seasonal offices.

Rail and truck arrivals (or unloads) consolidated for a large group of cities are summarized in a weekly report issued from Wash-

n Fruits and Vegetables

DISTRIBUTED . . .

- Through mailed reports
- telephone
- wire services
- newspapers
- radio
- television
- personal contact

By means of nearly 13,000 miles of leased teletype lines, almost all the various market news offices across the country are interconnected – – and up-to-the-minute news can be flashed from coast to coast.

Requests from readers and listeners for market news reports often will prompt local newspapers and radio and television stations to carry them.

EE ON REQUEST

ington, D. C., and in monthly and annual reports issued from 24 terminal market field offices.

Carlot shipments from producing areas are summarized in weekly and annual reports issued from Washington, D. C.

A complete list of fruit and vegetable market reports is carried in "Periodic Reports of the Agricultural Marketing Service" (AMS-48), obtainable from the U. S. Department of Agriculture, Washington 25, D. C.

Interpreting th

Price ranges quoted generally cover the high and low prices on fruits and vegetables of good quality and condition.

Stock of exceptional quality, or of poorer than usual quality, is covered by quotations outside the principal range.

In using market reports, the reader must recognize the effect of variety, grade, size, quality, and condition on price.

MARKET-- the opinions of buyers and sellers resulting in sales. The market is described, in comparison with the day previous, as:

Stronger-- when there are actual and general price advances.

Strong-- when there is an upward trend with bullish sentiment that anticipates further advances.

Firm-- when sellers show increasing confidence; prices are holding at the level of the day before or are a shade higher.

Steady-- when there are no appreciable price changes or trends in either direction and no definite sentiment toward immediate market changes.

Dull-- when there is relative market inactivity but no definite tendency toward market changes.

Unsettled-- when there is uncertainty with a lack of agreement by the trade on whether there is a stronger or weaker tendency to the market-- or when there is a waiting attitude pending the outcome of factors which might affect the market, such as storm damage or labor troubles.

arket Reports

Weaker-- when there are actual and general price declines.

Weak-- when there is a downward trend, with market sentiment that anticipates lower prices.

Demoralized-- when the market is oversupplied and sales cannot be made except at very low prices. Used only in unusual cases.

These descriptive words may be modified by such terms as slightly, about, barely, very, etc.

DEMAND-- the desire for a commodity coupled with the ability and willingness to pay for it.

QUALITY-- physical properties affecting market value, such as color, shape, texture, cleanness, freedom from defects.

CONDITION-- factors which may change with time, such as maturity, decay, freezing injury, shriveling, flabbiness.

QUALITY and CONDITION are described by the terms:

Good-- stock which has a high degree of merchantability and a small percentage of defects.

Fine-- better than good. Superior in appearance, color and other quality factors.

Fair-- having a somewhat higher percentage of defects than good or a condition which warrants a price reduction as compared to good.

Ordinary-- a fairly high percentage of defects or a heavy degree of off-condition.

Poor-- having such a heavy percentage of defects or so badly off condition as to be saleable only to low priced trade.

UNITED STATES DEPARTMENT OF AGRICULTURE
Terminal Market Field Offices

Market Reports may be obtained from the following terminal market offices by addressing Fruit and Vegetable Market News Service at the address shown.

Atlanta 5, Ga.
50 Seventh Street, N. E.
Room 243

*Baltimore 2, Md.
103 South Gay Street

*Birmingham 3, Ala.
1308 First Avenue, North

Boston 10, Mass.
408 Atlantic Avenue

Chicago 7, Ill.
610 South Canal Street

Cincinnati 2, Ohio
49 Central Avenue
Room 501

Cleveland 15, Ohio
2640 East 37th Street

Dallas 2, Texas
708 Jackson Street

*Denver 2, Colo.
340 U. S. Custom House
19th & Stout Streets

Detroit 9, Mich.
53 Detroit Union Produce
7201 West Fort Street

*Jackson 6, Miss.
352 Woodrow Wilson
Avenue

Kansas City 6, Mo.
108 U. S. Court House
8th & Grand Avenue

*Los Angeles 21, Calif.
300 Wholesale Term. Bldg.
784 South Central Avenue

*Louisville 18, Ky.
Louisville Produce
Terminal

*Minneapolis 3, Minn.
635 - 2nd Avenue, North

*New Orleans 12, La.
333 St. Charles Street

New York 13, New York
139 Centre Street
Room 609

*Philadelphia 6, Pa.
604-F Custom House
2nd & Chestnut Streets

*Pittsburgh 22, Pa.
501 Victory Bldg.

Portland 5, Oregon
312 U. S. Court House
S. W. Broadway & Main
Streets

St. Louis 1, Mo.
942 U. S. Custom House

*San Francisco 11, Calif.
727 U. S. Appraisers Bldg
630 Sansome Street

*Seattle 4, Wash.
228 Federal Office Bldg.

Washington 25, D. C.
2505 Agriculture South
Bldg.
14th & Independence
Avenue, S. W.

*Indicates Federal-State office operating under cooperative agreement.

For local telephone listings, consult United States Government section of Phone Book.

SHIPPING POINT FIELD OFFICES

These shipping point offices operate during the active marketing season--approximate dates shown each year. Reports may be obtained by addressing Federal-State Market News Service at the specific point during the indicated season of operation.

*Albany, Ga. (Nov.-Jan.) Pecans

*Bakersfield, Calif. (Yr. round) Fruits & Vegetables

*Belle Glade, Fla. P.O. Box 487 (Nov. 1-May) Vegetables

*Benton Harbor, Mich. P. O. Bldg. (June-Apr.) Fruits & Vegetables

*Caldwell, Idaho (July-Sept.) Potatoes, Prunes

*Charleston, S. C. (May-June) Potatoes, Vegetables

*East Grand Forks, Minn. (Sept.-Mar.) Potatoes

*El Centro, Calif. (Nov.-July) Vegetables & Melons

*Fresno, Calif. P. O. Box 1368 (Yr. round) Fruits & Melons

*Foley, Ala. (Apr.-May) Potatoes

*Hastings, Fla. (Apr.-May) Potatoes

*Indio, Calif. (May-July) Grapes

*Idaho Falls, Ida. (Oct.-Apr.) Potatoes

*Lakeland, Fla. P. O. Box 191 (Sept.-June) Citrus

*Leesburg, Fla. (May-June) Watermelons

*Lodi, Calif. (Aug.-Oct.) Grapes

*Macon, Ga. (June-July) Peaches

*Martinsburg, W. Va. (Aug.-Mar.) Peaches, Apples

*Onley, Va. (June-July) Potatoes & Vegetables

*Phoenix, Ariz. 2202 W. McDowell Rd. (Nov.-July) Vegetables & Melons

*Plant City, Fla. (Jan.-May) Berries, Vegetables & Melons

*Pompano Beach, Fla. (Dec.-Mar.) Vegetables

*Presque Isle, Me. (Sept.-May) Potatoes

*Rochester 14, N. Y., 300 Terminal Bldg. (Aug.-May) Fruits & Vegetables

*Salinas, Calif. (Yr. round) Vegetables

*Sanford, Fla. (Jan.-May) Vegetables

*Santa Maria, Calif. (Yr. round) Vegetables

*Southern Pines, N. C. (July) Peaches

*Spartanburg, S. C. (June-July) Peaches

*Stockton, Calif. (Yr. round) Vegetables

*Thomasville, Ga. (June-July) Watermelons

*Washington, N. C. (June) Potatoes

Weslaco, Tex. (Nov.-June) Vegetables

*Yakima, Wash. 235 Liberty Bldg. (Yr. round) Fruits & Vegetables

*Yuma, Ariz. Box 848 (Nov.-July) Vegetables & Melons

UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON 25, D. C.

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